

CELEBRATING 20 YEARS

ISHC

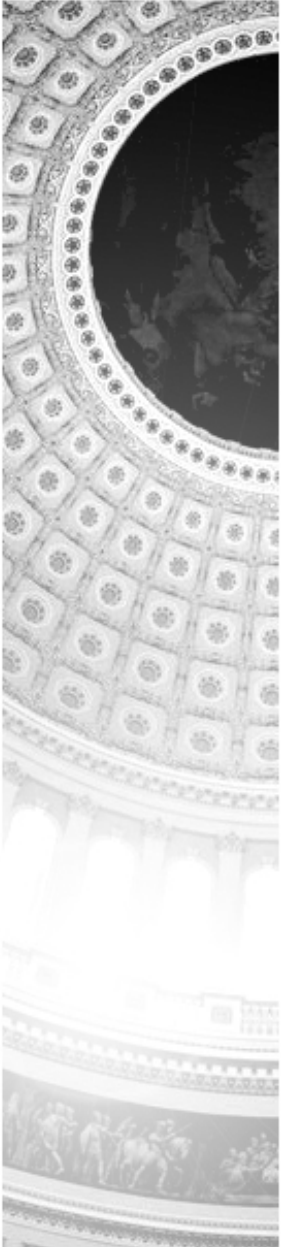
INTERNATIONAL SOCIETY OF
HOSPITALITY CONSULTANTS

Marketing Your Practice:
21 Practical Tips, Tools and Techniques
to Increase Your Bottom Line

Presenters

John Fareed, ISHC, Partner
Fareed Zapala Koepke

Lyle Hall, ISHC, Managing Director
HLT Advisory Inc.



#1 -

Remember that marketing is everything.



#2 -

Make sure your ID system is up to date.



#3 -

Make the most of your website.



#4 -

Craft and launch an effective Google Adwords campaign for your practice.



hotel marketing consultants

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[Hotel Internet Marketing News and Know-How](#)

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[US travel website ranks, June 2008](#)

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09.10.08 | Hospitality sales and **marketing** professionals now have access to the "best of the best" practices in travel **marketing** via a new online HSMAI ...

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TIG Global - the leading source of **hotel** Internet **marketing** and interactive advertising for the travel industry. Learn more about our ahead-of-the-curve ...

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Developers of software which are useful for **hotels** management and frequent travelers. Other service includes **hotel** website hosting and reservation systems.

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E-site **Marketing** provides strategic **hotel** Internet **Marketing** solutions and Website development to travel and **hotel** firms, including **hotel** Website design and ...

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Marketing support firm focused on helping the hospitality industry. Services include website design and staff

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[HVS - How Does Public Relations Fit into a Hotel's Marketing Plan?](#)

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[Public Relations Agencies for Hospitality Information | Business.com](#)

Be suspicious of **hotel public relations** firms that make big promises. Reputable **hotel public relations** agencies won't guarantee specific results, ...

[www.business.com/directory/advertising_and_marketing/public_relations/agencies/industry.../hospitality_and_lodging/](#) - 66k - [Cached](#) - [Similar pages](#)

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Wendy Reisman is the Corporate Director of Food and Beverage **Public Relations** for the Ritz-Carlton **Hotel** Company. The Ritz-Carlton operates 57 **hotels** ...

[www.starchefsjobfinder.com/career_center/cool_careers/public_relations.php](#) - 57k - [Cached](#) - [Similar pages](#)

[KWE Group-Marketing Communications & Public Relations, in Tourism ...](#)

This is equally true in **hotel public relations**. You don't need the newest, glitziest and biggest **hotel** product to successfully generate media coverage for ...

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 Targeting: 1 language [Edit](#) | 26 locations [Edit](#)
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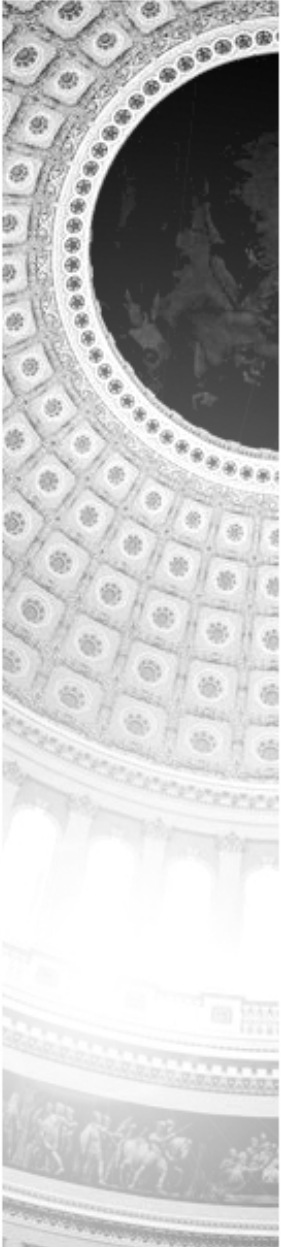
1 - 2 of 2 Ad Groups.

Last month
 Sep 17, 2008 - Sep 30, 2008

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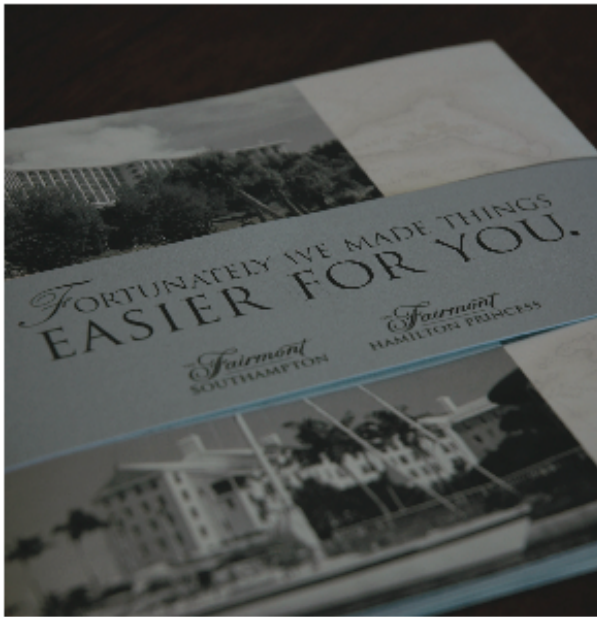
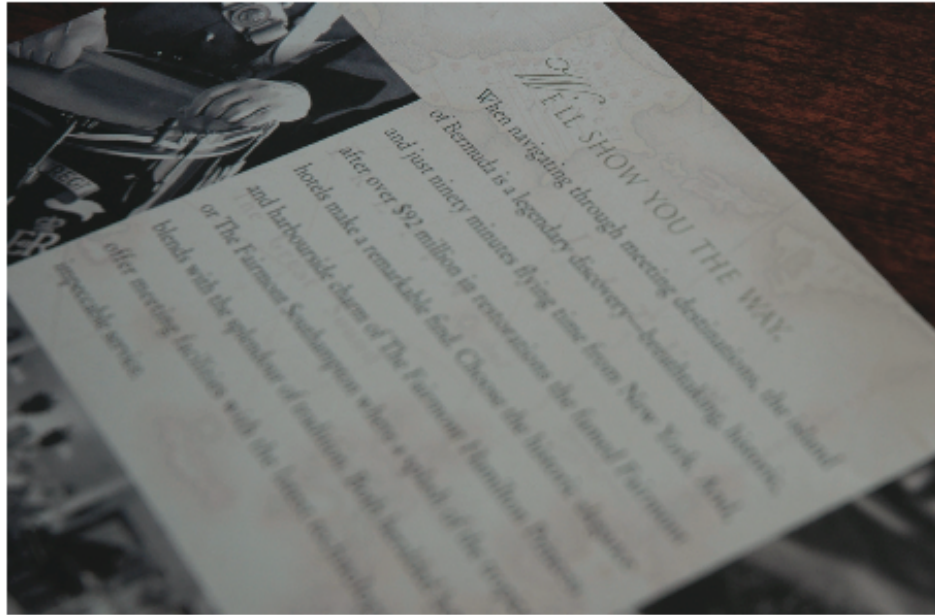
		Current Bids - Max CPC ?		Clicks ▲	Impr.	CTR ?	Avg. CPC	Cost	Avg. Pos	
		Default	Content							
<input type="checkbox"/>	Public Relations	Active	\$15.00	-	80	246,733	0.03% ?	\$3.38	\$270.01	2.9
	Search	On			5	792	0.63% ?	\$3.18	\$15.91	2.5
	Content ?	On			75	245,941	0.03% ?	\$3.39	\$254.10	n/a
<input type="checkbox"/>	Marketing	Active	\$15.00	-	129	236,603	0.05% ?	\$2.98	\$384.47	2.1
	Search	On			15	5,272	0.28% ?	\$6.03	\$90.50	3.9
	Content ?	On			114	231,331	0.05% ?	\$2.58	\$293.97	n/a
Total - 2 active ad groups		-	-	-	209	483,336	0.04%	\$3.13	\$654.48	2.5
Total - all 2 ad groups		-	-	-	209	483,336	0.04%	\$3.13	\$654.48	2.5

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#5 -

Develop a 'slam dunk' RFP response package.







#6 -

Develop a professional capabilities presentation.



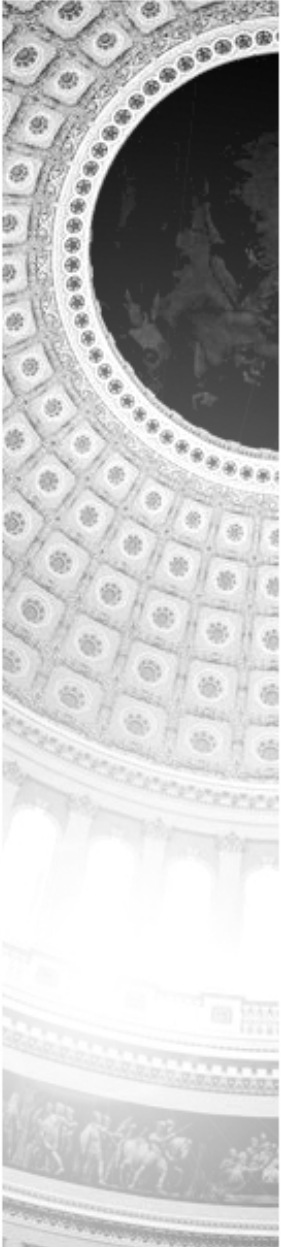
#7 -

Have a bio at the ready.



#8 -

Get your profile out there.



#9 -

Volunteer.



#10 -

Develop a series of videos to post online.



Broadcast Yourself™

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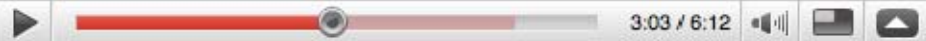
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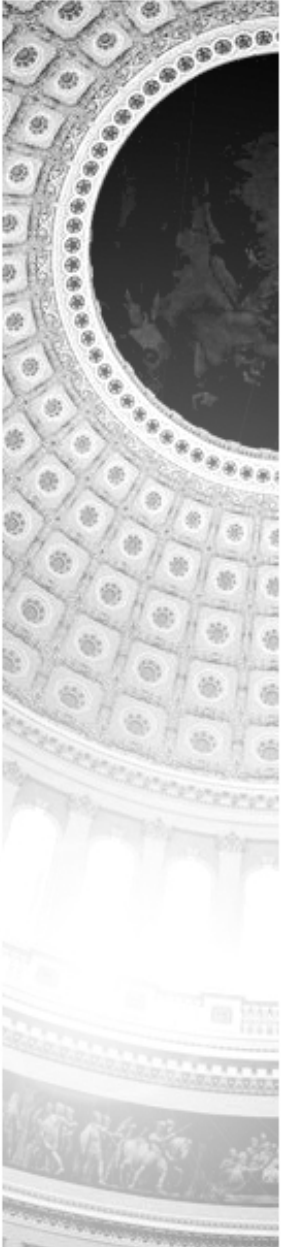
#11 -

Become a media darling.



#12 -

Develop your fan club and be in their face.



#13 -

Put some TLC into your voice mail message.



#14 -

Start a file of marketing, presentation
and speech ideas.

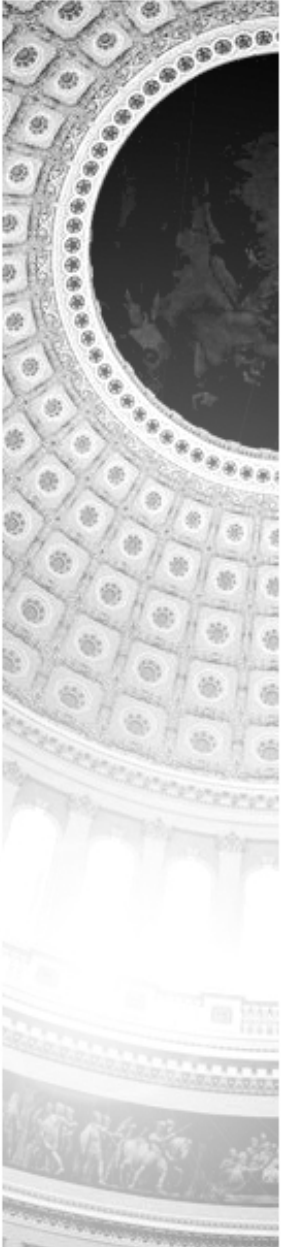


#15 -

Get published.



#16 -
Speak.



#17 -

Be wary of unintended
commoditization.



#18 -

Get the most from your professional or industry organizational meetings.



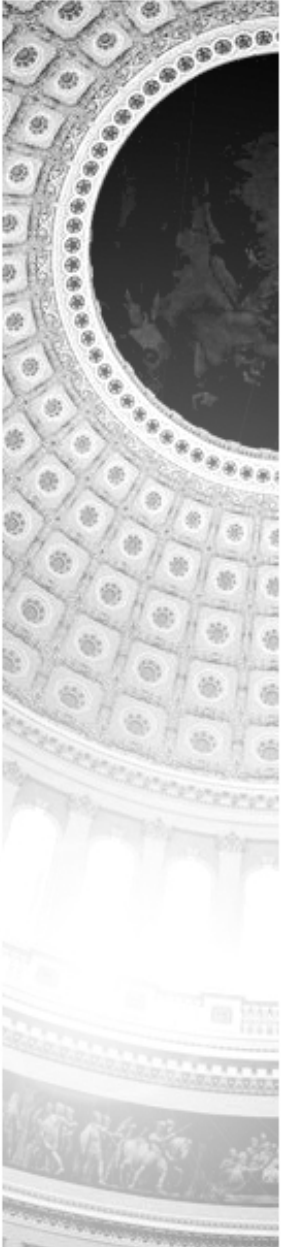
#19 -

Put your plan on paper.



#20 -

Stay away from 'too'.



#21 -

Just say 'no'!

Questions & Answers